From: MWINOKUR--VUS0212A Date and time 06/22/92 17:28:57
To: HBRASS --VCH0021A Hugh Brass

From: Matthew Winokur
Subject:

David Bacon told me this evening that BAT will offer the following position on labelling of its EC duty-free products pursuant to complying with the labelling initiative.

BAT will agree to place the EC compulsory label on the SIDE of packs for the UK export brands and the US Surgeon label for the US export products.

They anticipate this will not be met with great favor by the competition.

cc: LPOLLAK --VUS0212A Lee Pollak MHORST --VBE0002A M. Horst

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Source: https://www.industrydocuments.ucsf.edu/docs/mmkx0000